

Plaintiffs' Exhibit 25

From: launch@google.com
To: jbellack@google.com
Sent: Wed, 06 Jan 2016 19:46:32 +0000
Subject: [Launch 144829] Demand Syndication Alpha
Cc: launchlog@google.com

Comment by gargisur: Launch created.

gargisur has created a new launch.
Please review.

Your role as jbellack: PA Lead approver

Link: <https://ariane.googleplex.com/launch/144829>

Launch information:

Launch ID	144829
Name	Demand Syndication Alpha
Calendars	Ads & Comm (Display): Display Ads - Publisher Platform - DRX
Launch Date	2016-Q2
Status	Current
Description	<p>Today publishers using DFP can sell remnant impressions to non-AdX exchanges (Rubicon, Pubmatic, OpenX, etc) with static-price line items and to AdX with realtime pricing (RTB callouts to AdX buyers). Publishers want realtime pricing from all exchanges because it generates significant yield (approx +30% anecdotally) so they resort to header bidding setups like prebid.js - which makes many calls from the page (user data leakage, latency issues), is painful to setup (pubs have to create 1000's of line items, can't reconcile billing/reporting) and encourages pubs to consider other SSPs (see http://go/an-ssp).</p> <p>Demand Syndication allows non-AdX exchanges to compete with realtime pricing from within DFP. Publishers specify which exchanges they have agreements with, and then we allow those exchanges to buy on those publishers via RTB - similar to how AdX buyers participate. Our goal for this product is to provide slightly better value for publishers than header bidding but not so much that it completely cannibalizes AdX.</p> <p>Demand Syndication will take a 5% rev share (instead of AdX's 20%), be subject to platform policies (instead of AdX policies), not provide publishers with sophisticated blocking functionality, not receive all the value-add signals passed to AdX buyers (e.g. omit</p>

	viewability, detected_vertical, click_through_rate and many others), and likely omit certain UI/API functionality currently exposed to AdX buyers.
Creator	gargisur

Approvers:

Ads & Comm (Display): Display Ads - Publisher Platform - DRX	Status	Owners
PA Lead	Pending Review	jbellack , scottspencer , bea , ssilver , eisar , jmiller , rohit , muret
Eng	Pending Review	apappu , jimgiles , nwolf
Legal	Pending Review	pdillonhughes , sunny
Logs	Pending Review	logs-launch+ariane
Privacy	Needs Work	pwg-display-approvers
Latency	FYI	
UI	FYI	antonellap , pamullin , milesrochford , fmontay , anniechang
Security	FYI	
Policy Team	FYI	publisher-policy-dev

Launch Attributes:

Global attributes	
PRD	go/jedi
Privacy Design Document	
Privacy Trivial Launch	No
Privacy Trivial Justification	
Privacy Master Tracking Bug	
Display Ads - Publisher Platform - DRX attributes	
PM	gargisur , glevitte
TL	jimgiles , myl

UI mockups	
Privacy Launch Document	
Impact	Major
Launch Stage	Design/Development
L-Team	No
Display Privacy Review required?	No
Number of marketing promotions	
Patent review	false
Comms Docs	
Commercialization priority	A
Comms Owner	browley
Tech Writer	jkelly, jsaracino
Product Group	DFP Premium, DFP SB, AdX Buy-side
User Controls Certification (go/uc-cert)	I certify
Betabot link	
Alpha release date	
Alpha release qualifications	
Beta release date	
Beta release qualifications	
GA release date	TBD
GA release qualifications	
Buganizer ID	<u>26180139</u>
Help center article	
Logs attributes	
Logs Ticket Link	
Latency attributes	
Latency data	
Security attributes	
Needs security review	No
Security Justification	
Security ticket(s)	

Recipients: ads-launches-patents, ajohns, anniechang, antonellap, apappu, bea, display-publisher-launch-notify, cisar, fmontay, gargisur, glevitte, jbellack, jimgiles, jmilller, logs-launch+ariane, milesrochford, muret, myl, nwolf, pamullin, pdillonhughes, ppatuto, publisher-policy-dev, pwg-display-approvers, pwg-launchnotice, rohit, scottspencer, ssilver, sunnyi